

COMMUNICATION MANAGER

GRADE: SAI

FLSA: EXEMPT

CHARACTERISTICS OF CLASS:

The Communication Manager performs difficult professional and administrative work, managing and directing a comprehensive, proactive and influential public information program for the City of Rockville through a variety of media. The work includes handling most assignments and issues with considerable independence under general management direction. There are regular contacts with elected and appointed officials, the various media, staff, citizens and a variety of other customers. These contacts require considerable tact, discretion and persuasion. Responsibilities include coordination with and support of public involvement and participation processes and activities. While the work is primarily physically light in nature, it can involve considerable stress dealing with a variety of complex and sensitive issues concurrently.

EXPECTATIONS OF ALL CITY EMPLOYEES:

- Learn and demonstrate an understanding of City, department, division and team goals.
- Serve and meet the needs of customers during routine or emergency situations.
- Ability and willingness to work as part of a team, to demonstrate team skills and to perform a fair share of team responsibilities.
- Ability to assess his/her work performance or the work performance of the team.
- Plan and organize his/her work, time and resources, and if applicable that of subordinates.
- Contribute to the development of others and/or the working unit or overall organization.
- Produce desired work outcomes including quality, quantity and timeliness.
- Communicate effectively with peers, supervisors, subordinates and people to whom service is provided.
- Understand and value differences in employees and value input from others.
- Consistently report to work and work assignments prepared and on schedule.
- Consistently display a positive behavior with regard to work, willingly accept constructive criticism and be respectful of others.

EXAMPLES OF DUTIES:

- Serves as spokesperson and liaison for the City to the media on a variety of topics.
- Establishes, promotes and maintains effective relations with the media and advises officials, departments and employees on how to properly frame issues and present information to facilitate public understanding.

- Oversees all of City's communication; ensures the message and materials are coordinated; supervises Graphics and Printing,, Web, and Public Information; provides oversight to Cable Television as it relates to communication strategies, setting communication priorities, and providing a coordinated citywide message.
- Develops and implements effective two-way communication strategies and tools to engage and involve residents and customers.
- Keeps informed on programs and projects and provides advice on the level, method and timing of press releases, press conferences, and media events.
- Provides guidance and advice to City Manager, and other staff on public relations matters and the impact of various programs and projects. Identifies opportunities for promoting the City's programs and projects in order to demonstrate their value and effectiveness. Provides advice to the Mayor and Council on answering media questions on City business as directed by Deputy City Manager and City Manager.
- Develops, manages and administers strategic communication plans, public education and awareness campaigns and community relations initiatives.
- Actively participates in a variety of organizations and may either assist or coordinate City's efforts to obtain various awards and recognition.
- May advise Boards and Commission on public information and public relations activities.
- Attends all Mayor and Council meetings.
- Prepares and/or directs the drafting of speeches, press releases, public service announcements, brochures, flyers, pamphlets, newsletters, articles, and scripts for City officials and staff relative to City business as appropriate which are designed to enhance the City's public image.
- Creates, manages and administers programs designed to provide information, increase public awareness and understanding, and support for City projects, programs and services using appropriate methods and media.
- Ensures sensitive and controversial matters are managed in the most discreet manner possible.
- Proactively solicits information from officials and staff regarding important projects and programs and produces timely release of information on their progress and status. Often meets with or contacts media representatives to conduct briefings and background sessions.
- Plans, organizes and implements multimedia events and special publicity campaigns for various projects, programs and issues.
- Coordinates responses to Freedom of Information requests and ensures City's compliance with state law.
- Hosts a variety of special guests and visitors to Rockville. Provides tours, information and presentations as appropriate.
- Performs other duties as required.

QUALIFICATIONS:

Required Training and Experience:

Possession of a Bachelor's Degree in Public Relations, Journalism or a related field from an accredited college or university and six years of progressively responsible experience in Public Relations, Journalism or a closely related field, two years of which must have been in a management and supervisory capacity. Additional education may be substituted for up to two years of the non-supervisory and non-management experience. Possession of a driver's license valid in the State of Maryland.

Preferred Knowledge, Skills and Abilities:

- Extensive knowledge of the principles and practices of journalism and public relations, including understanding of requirements of various media.
- Extensive knowledge of the informational media appropriate for the dissemination of various kinds of information and publicity material.
- Knowledge of the principles and practices of public administration.
- Knowledge of local government organization and administration.
- Knowledge of the requirements of the Freedom of Information Act.
- Knowledge of sources of information available concerning a wide variety of municipal issues.
- Knowledge of the principles of marketing and promotion.
- Skill in proper written, visual and verbal communication.
- Skill in handling multiple projects and events simultaneously.
- Skill in effectively dealing with the media and the public.
- Good management and supervisory skills.
- Ability to develop and implement strategic plan for two-way communication with the public.
- Ability to maintain effective working relationship with the Mayor and Council, Department Directors, employees, media and the general public and to operate effectively regardless of the circumstances.
- Ability to work effectively with elected and appointed officials and staff of the City, County, State, and Federal agencies in an advisory capacity, and also with officials or any individuals, groups and organizations interested in the City government and its operation.
- Ability to establish and maintain effective working relationships with representatives of the media.
- Ability to carry out, under direction, special and continuing assignments requiring organization of materials, concepts and ideas.
- Ability to write creatively and to edit reports and publications covering a wide range of subject matter.
- Ability to develop a comprehensive plan from general directions.
- Ability to manage a program of diverse activities.
- Ability to motivate and to supervise subordinate employees.
- Demonstrate an ability to target messages effectively to various and multiple audiences; to leverage internet and Cable TV technologies to facilitate information sharing; and manage crisis communications.